What Is Claimed Is:

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1	1. method for re-directing a user from a second Web site to a first Web
2	site, comprising the steps of:
3	(1) providing, by the second Web site, a URL offering a
4	product or service to the user, said URL specifying a program on the second Web
5	site;
6	reading, by said program, a cookie located in the user's
7	computer in response to the user activating said URL;
8	(3) determining, by said program, from said cookie whether the
9 .	user already possesses said product or service;
10	(4) redirecting, by said program, the user to the first Web site
11	when the determination of step (3) is positive, wherein the first Web site is
12	specified by said cookie, and
13	(5) offering, by the second Web site, to supply said product or
14	service to the user when the determination of step (3) is negative;
15	whereby the user who already possesses said product or service
16	will not receive duplicate offers to supply said product or service from multiple
17	Web sites.
1	2. The method of claim 1, wherein said providing of step (1) comprises at
2	least one of the steps of:
3	sending an e-mail including a link to said URL to the user;
4	providing a Web page including a link to said URL to the user; and
5	providing a computer program including a link to said URL to the
6	user.

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1	3. The method of claim 2, wherein said activating of step (2) comprises a
2	least one of the steps of:
3	clicking a link to said URL on a Web page;
4	clicking a link to said URL in an e-mail; and
5	executing a computer program that activates a link to said URL
1	4. The method of claim 1, further comprising a step of:
2	placing, by the first Web site, said cookie on the user's computer
3	in response to the user registering with the first Web site for said product or
4	service, said cookie including the URL of the first Web site.
1	5. The method of claim 1, wherein said program is a server side program.
1	6. The method of claim 5, wherein said program is at least one of the
2	following:
3	a CGI script;
4	a Java servlet;
5	a PHP script; and
6	a Perl script.
1	7. The method of claim 1, wherein said program is a client side program that
2	is downloaded from the second Web site.
1	8. The method of claim 7, wherein said program is at least one of the
2	following:
3	a Java applet;
4	a Java script; and
5	an Active X control

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	1	9. A system for re-directing a user from a second Web site to a first Web site,		
	2	comprising:		
	3	means for providing, in the second Web site, a URL offering a		
	4	product on service to the user, said URL specifying a program on the second Web		
	5	site;		
	6	means for reading, in said program, a cookie located on the user's		
	7	computer in response to the user activating said URL;		
	8	means for determining, in said program, from said cookie whether		
	9	the user already possesses said product or service;		
ı.	10	means for redirecting, in said program, the user to the first Web		
	11	site when the result of said determining means is positive, wherein the first Web		
L	12	site is specified by said cookie; and		
The state of the s	13	means for offering, in the second Web site, to supply said product		
	14	or service to the user when the result of said determining means is negative;		
i i	15	whereby the user who already possesses said product or service		
4	16	will not receive duplicate offers to supply said product or service from multiple		
ii L	17	Web sites.		
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1	1	10. The system of claim wherein said providing means comprises at least		
	2	one of:		
	3	means for sending an e-mail including a link to said URL to the		
	4	user;		
	5	means for providing a Web page including a link to said URL to		
	6	the user; and		
	7	means for providing a computer program including a link to said		
	8	URL to the user.		
	1	11. The system of claim 10, wherein said activating of said URL comprises at		
	2	least one of:		
	3	clicking a link to said URL on a Web page;		
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	4	clicking a link to said URL in an e-mail; and				
	5	\				
		executing a computer program that activates a link to said URL				
	1	12. The system of claim 9, further comprising:				
		\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \				
	2	means for placing, in the first Web site, said cookie on the user's				
	3	computer in response to the user registering with the first Web site f				
	4	product or service, said cookie including the URL of the first Web site.				
	1	13. The system of claim 9, wherein said program is a server side program.				
	1	14. The system of claim 13, wherein said program is at least one of the				
]] ===	2	following:				
The state of the s	3	a CGI script;				
46 71	4	a Java servlet;				
₹. :	5	a PHP script; and				
- 	6	a Perl script.				
≒ <u>i</u> =i-						
the state of the s	1	15. The system of claim 9, wherein said program is a client side program that				
==== ================================	2	is downloaded from the second Web site.				
		Source are any social web site.				
	1	16. The system of claim 15, wherein said program of is at least one of the				
	2	following:				
	3	a Java applet;				
	4	a Java script;\and				
	5	an Active X control.				
	1	17. A computer program product comprising a computer usable medium				
:	2	having control logic stored therein for causing a computer to re-direct a user from				
•	3	a second Web site to a first Web site, said control logic comprising:				

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	9		third
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	11	prod	uct or service;
	12		fourth
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	16	comp	outer to offer to s
4! 31	17	said 1	third means is no
4	18		where
	19	will 1) not receive dupli
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	1 .	18.	The computer

	first computer readable program code means for causing the	he
compu	ter to provide a URL offering a product or service to the user;	
	Second computer readable program code means for cousing the	L ~

r readable program code means for causing the pokie located on the user's computer in response to the user

computer readable program code means for causing the ne from said cookie whether the user already possesses said

computer readable program code means for causing the the user to the first Web site when the result of said third nerein the first Web site is specified by said cookie; and

computer readable program code means for causing the supply said product or service to the user when the result of egative;

by the user who already possesses said product or service cate offers to supply said product or service from multiple

program product of claim 17, wherein said first means comprises at least one of:

computer readable program code means for causing the computer to send an e-mail including a link to said URL to the user;

computer readable program code means for causing the computer to provide a Web page including a link to said URL to the user; and

computer readable program code means for causing the computer to provide a computer program including a link to said URL to the user.